



PRESS RELEASE // 22 January 2009

Fashion Square starts off the coming season with new services

International:

- "Fashion Square Buyers Guide (German Edition)", Vol. 29 – Print/Web
- The informative trend barometer – Who/When/Where

Services at the Düsseldorf location:

- NEW:
THE BOOKLET – Showrooms Düsseldorf, Quickfinder
- NEW:
Special conditions for Showrooms Düsseldorf visitors –
Hotels in Düsseldorf and surrounds
- Fashion Square and AUDI in Düsseldorf

Fashion Square "The Buyers Guide –German Edition", (Vol. 29)

With more than 400 exhibitors and 250 detailed entries from top fashion designers/manufacturers as well as agencies, the Guide provides information on company profiles, collections, philosophies, showroom locations in Berlin, Düsseldorf, Munich and other locations, contact partners as well as ongoing information for the trade.

It presents a first overview of the relevant ordering sites in the most important German fashion cities.

The **print version** will now be mailed to about 8,000 retailers in Germany and Europe (total edition: 17,000 copies, 350 pages)

Dealers/the Press can call up free copies under:
www.fashion-square.net (Click on "Cover")

The trade can call off all Guide information with its numerous selection criteria from the trade Internet Portal (B2B):

www.fashion-square.net **New: Search according to merchandise groups!**

The informative "Trend Barometer" – Who/When/Where

As of now, the trade has "online" access to an overview of the presence of international exhibitors of top fashion brands in Germany, their ordering locations and dates.

A survey conducted by Fashion Square amongst buyers has shown that ONE location is the definite preference and that this should provide comprehensive market participant presence. Travel costs incurred when visiting several locations was a further item quoted.

The exhibitor survey showed that there was a common wish to concentrate on one location for cost reasons.

A trend will become evident through the "Trend barometer," which is constantly updated.

www.fashion-square.net > NEWS>TERMINE D> BERLIN-DUS-MUC

or

www.ordertermine-deutschland.de

NEW:

"THE BOOKLET" – Showrooms Düsseldorf, Quickfinder

Düsseldorf Showrooms in an overview! Quick search made easy.

For the first time we have a handy, easy to follow publication of the ordering locations in Düsseldorf and lists of Showroom operators and the presented collections.

The Booklet contains maps with site plans of the Showrooms, names of exhibitors and collections, streets, telephone numbers.

It is included as an "inlay" with the "Buyers Guide" and can also be downloaded as a pdf file from www.fashion-square.net (Click onto the Booklet under the Cover).

NEW:

Hotels in Düsseldorf and surrounds offer special conditions for "Showrooms Düsseldorf" visitors

In collaboration with (and upon initiative of) "Fashion Square" 15 hotels offer buyers special conditions.

List of participating hotels:

www.fashion-square.net: >Service>Hotels>Fashion Square Partnerhotels

Fashion Square and Audi continue cooperation

For several years Audi - "the Premium Brand" – has been providing Fashion Square with limousines for a Shuttle-Service.

For the coming order round, the A8 limousines and the Q7 will be available for the Showroom visitors as "SHOWROOM SHUTTLE" within the order sites. The drivers stop upon "hand signal."

Contact:

Fashion Square GmbH - Kaiserswerther Str. 142 – D-40474 Düsseldorf

Tel: +49 (0) 211/439 59 59 – Fax: +49 (0) 211/439 59 99

office@fashion-square.net – www.fashion-square.net